

1 Claims:

- 2 *Sub 1* 1. A promotional calendar comprising:
- 3 a series of pages each imprinted with a respective day of the year and held
- 4 together to allow turning or tear off of each page;
- 5 each page prominently printed with the name of a person to personalize the
- 6 calendar;
- 7 each page also prominently printed with an identifier of an enterprise to be
- 8 promoted.
- 9
- 10 2. The calendar of claim 1 wherein a differing text message is also imprinted
- 11 on each calendar page.
- 12
- 13 3. The calendar of claim 2 wherein only the date is printed on each page to
- 14 provide a perpetual calendar.
- 15
- 16 *4* 4. A method of promoting an enterprise to selected individuals comprising
- 17 the steps of prominently printing the name of each such individual on each page of a daily
- 18 calendar as well as an enterprise identifier; and,
- 19 distributing said calendar to each of said individuals.
- 20
- 21 5. The method according to claim 4 further including the step of imprinting a
- 22 different message relating to the enterprise on each page of said daily calendar.